

## **Interactive Media Corp.**

### **the leader in training and performance development**

Interactive Media Corp. presents a team highly qualified in three service areas, with the ability to provide integrated approaches across all three areas.

- 1 Research, Analysis and Evaluation of Training Strategies
- 2 Personnel Assessments, and
- 3 Creation of Courses, Curricula and Performance Development Materials

Interactive Media is a leader in the appropriate application of high-technology performance development and training solutions in the public and private sectors. We are at the forefront in development of personnel assessment strategies and tools. The solutions we offer are part of our integrated, disciplined approach for assessment and performance development interventions.

Interactive Media was formed in April, 1997, from the Training Technology Group of Analysis & Technology, Inc., to more powerfully integrate and focus the corporation's resources on its commitment to performance development for the Government. Interactive Media has over 250 personnel dedicated to performance improvement and training.

In 25 years of service to the Federal Government, including 13 years as an incumbent serving OPM's Training Management Assistance Division, Interactive Media has designed, developed, and implemented hundreds of training and human resource solutions which have successfully improved client agency personnel productivity and effectiveness.

Our experience includes developing or converting courses for the IRS in the areas of Customer Service, Information Technology, and Leadership Training.

Interactive Media's projects have been instrumental in helping agencies productively integrate technology into the workplace—one of the key drivers for the changes in Government performance support. However, the demands of the Federal workplace constantly change and the technology through which Government provides its services continues to be ever more all-encompassing. Consequently, we continue to add to our human factors and systems analysis and integration capabilities, thus expanding our range of solutions.

#### **Area 1**

For more than 30 years, Interactive Media has specialized in developing performance improvement solutions based on research and evaluation for government and industry. Our performance improvement solutions have run the gamut from training individuals to designing/redesigning training equipment or work procedures to enhance usability and reduce the need for training. All of these efforts employed our comprehensive and systematic analytical techniques. Our research staff and our human factors and ergonomics experts have contributed to the success of the projects in research and analysis.

Our research into learning strategies is typified by a project to assess what factors in the learning environment affect retention of skills and knowledge after training. The results of this study will be invaluable for design and redesign of training materials in all fields, and show the bent toward practical application of all our work. In the area of Performance Measurement and Testing, team member PDRI has set the industry standards and their personnel have written several fundamental books in the area.

Our team has strong quantitative skills in a wide range of areas. We are versed in and apply the latest statistical techniques and software applications. Given that we do not produce “off-the-shelf” courseware, our customer-focused, custom approach often requires an analysis and evaluation phase.

## **Area 2**

The Interactive Media team has a broad range of experience in the personnel assessments area. We believe that accurate personnel assessments are critical for making a performance development program work. We follow assessment approaches that hold the most promise for evaluating competencies of individuals in the IRS, including: (1) supervisory and 360° ratings; (2) streamlined assessment centers; (3) situational judgment tests; (4) special measures of job knowledge; and (5) portfolio or accomplishment record measures.

We have developed and improved programs for personnel selection, assessment, placement and career planning, including automated (computer-based) systems that measure both technical and management skills in many organizations facing rapid cultural change.

## **Area 3**

Our experience developing multimedia training, on-line references, and EPSS solutions includes more than 200 projects, either completed or under development, totaling more than 3,000 hours of instruction, as well as several training, testing, and certification engines. We have several projects which include successfully fielding applications via interactive video teletraining and through the World Wide Web. The projects encompass the full spectrum of interactive courseware media and utilize the full range of instructional strategies and production techniques, including Interactive Video Teletraining, CBT, Web-based training, classroom instruction, action learning, and performance-centered EPSS.

Interactive Media has completed over 600 hours of instruction through 40 projects for customer service organizations, including several Regional Bell Operating Companies, banking, telecommunications, and insurance companies, and Federal agencies such as the Defense Information Services Agency, the Office of Personnel Management, and the Federal Deposit Insurance Corporation. With these projects and our experience developing applications for the World Wide Web, Interactive Media demonstrates its ability to bring together the key, state-of-the-art ingredients for the IRS.

## **Interactive Media Team Members and POCs**

### **Interactive Media**

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Interactive Media: the country's largest independent developer of multimedia performance solutions.

### **Interactive Media Team Members for Area 1**

#### **Personnel Decisions Research Institute, (PDRI)**

Elaine Pulakos  
1300 Wilson Boulevard  
Suite 1000  
Arlington VA 22209  
703 522-7885

PDRI: the leader in the field of personnel evaluation, including performance and testing measurements

#### **Vertex Solutions, Inc.**

Edward Kovac  
1200 Arlington Ridge Road,  
Suite 505  
Arlington VA 22202  
703 502-6990

Vertex: a leader in analyzing, comparing and specifying infrastructure needs for technology-based training solutions (IVT, CBT networks, and other high tech)

#### **C2 Multimedia, Inc.**

Curtis Cox  
7700 Leesburg Pike  
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Falls Church VA 22043-2615  
703 748-2780 ext. 3001

C2 Multimedia: a leader in improving human performance through behavioral science and advanced technology (An 8(a) company)

#### **Analysis & Technology, Inc. (A&T)**

Robert Urso  
Route 2,  
PO Box 220  
North Stonington CT 06359  
860 599-3910 ext. 2279

A&T: Over 1400 personnel across the country providing engineering support to many Government agencies, including computer-aided decision tools, Web applications and process reengineering

### **Interactive Media Team Members for Area 2**

#### **Personnel Decisions Research Institute, (PDRI)**

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PDRI: the leader in the field of personnel evaluation, including performance and testing measurements

### **Interactive Media Team Members for Area 3:**

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#### **Frank Beach and Associates, Inc.**

Frank Beach  
200 North Glebe Road  
Arlington VA 22032  
703 812-8813

Beach Associates: an international leader in long distance interactive media; unparalleled in planning, designing, producing and directing video teleconferencing and IVT.

# PERSONNEL DECISIONS RESEARCH INSTITUTES, INC.

— A Leader in HR Research and Development —

**PDRI, a human resources research and development organization, designs, develops, and implements human resource applications based upon recent advances in the behavioral sciences and the highest principles of professional practice.**

## What Distinguishes PDRI?

PDRI has built a reputation for achieving excellence through:

- ◇ Scientific expertise
- ◇ Innovative approaches
- ◇ Conscientious implementation
- ◇ Cost-effective results

PDRI's work frequently involves developing solutions for complex, sensitive, or unique human resource challenges. Examples include development of instruments to assess individuals' ability to adapt to changing situations, validation of tools to predict job candidates' likelihood for success in providing responsive and knowledgeable customer service, and computer-based assessment tools and career planning manuals designed to aid individual employees in planning and carrying out their own performance development planning.

Whether working with small businesses, multinational corporations, or large federal government agencies, PDRI provides thorough, innovative R&D support to human resource decision-makers.

## Areas of Expertise

PDRI offers clients expertise in the development of human resources systems and products. Our extensive experience ensures that your HR systems will be reliable, valid, fair, and legally defensible. We have successfully conducted hundreds of projects in commercial, industrial, and government settings, involving a wide range of jobs including executive, managerial, sales, clerical, retail, and skilled trades.

Our areas of expertise include job analysis, performance appraisal, employee surveys, compensation, employment litigation, behavioral reliability, motivation and morale, training needs analysis and design, career development, and selection and promotion (ability tests, personality and interest inventories, structured interviews, biodata forms, achievement tests, work samples, and assessment centers).

## Innovation for Results

PDRI has designed numerous innovative products. Some of these include:

- ◇ Personality profiles for assessing employee readiness for foreign assignments
- ◇ Employment interviews sensitive to a multicultural workforce
- ◇ Objective, computer-based assessment methods for evaluating the work performance of professionals
- ◇ Measures to identify individuals who will adapt easily to various job situations

## Recent Accomplishments

**Training and Career Development.** An organization was having problems providing effective career development opportunities for its workforce. PDRI designed an innovative program that enables employees to take greater responsibility for their own career development. The system pinpoints specific individual training needs and recommends individually tailored development activities. This system has significantly enhanced worker skills, productivity, and morale.

**Comprehensive HR Management System.** A major accounting organization used separate selection, promotion, performance appraisal, and compensation procedures for 70 professional, administrative, and support staff jobs. PDRI designed and implemented a single coordinated system that can be used across all job categories. This saved thousands of administrative hours annually, improved the validity of selection decisions, and reduced the risk of discrimination litigation.

**Innovative Procedures to Select Professionals.** In response to a court order, a large organization needed to develop valid selection and promotion methods for professional positions. Professionals often resist traditional testing, so PDRI designed an Accomplishment Record to determine the best candidates for hire and promotion. This innovative method proved to be more acceptable to candidates, improved the prediction of successful candidates, and showed no adverse impact.

**Behavioral Reliability.** Errors by power plant operators can lead to substantial financial loss and risks to safety. PDRI designed procedures to screen out plant operator candidates with high risk of unreliable behavior. Industry officials estimate savings of tens of millions of dollars in improved job performance and decreased incidence of operator errors.

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## Selected Clients

PDRI has worked with hundreds of organizations to solve human resource challenges. Some of these organizations include:

**Industry.** AT&T. Bell Atlantic. American Express. Boeing. Cargill. Microsoft. GTE. Exxon. Honeywell. IBM. JC Penney. Deere & Company. Maytag. Merrill Lynch. Ford Motor Company. Sears.

**Industry Associations.** American Association of Motor Vehicle Administrators. Edison Electric Institute. Institute of Nuclear Power Operations. Life Office Management Association. Personnel Accreditation Institute.

**U.S. Government Organizations.** Department of Defense (all branches). Department of State. Department of Labor. Federal Trade Commission. Federal Bureau of Investigation. Federal Aviation Administration. General Accounting Office. Internal Revenue Service. Library of Congress. Department of Justice.

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## PDRI and Its People

PDRI was established in 1975 with a mission to conduct and implement research that addresses problems of human resource utilization in society and organizations in the U.S. and abroad.

PDRI is comprised of a talented group of 30 professionals committed to creatively applying their expertise to serve their clients, and at the same time advancing the science and practice of I/O psychology through publishing and presenting to the scientific community.

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Principals: Marvin D. Dunnette &  
Jerry W. Hedge

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